



65TH ANNUAL  
**Gold Coast  
Fashion Week**

*Sponsorship Opportunities*

*Please join the Children's Service Board of Ann & Robert H. Lurie Children's Hospital of Chicago for the reimagined 65th Annual Gold Coast Fashion Week at the Old Post Office.*

This week of fun and fashion will include:

**MONDAY, SEPTEMBER 20 – WEDNESDAY, SEPTEMBER 22**

- Three virtual events with exciting presentations and interactive elements

**THURSDAY, SEPTEMBER 23**

- Luncheon including a fashion presentation and program
- Evening Cocktail Reception with a fashion presentation and program
- Live-Streamed Virtual Event to view the evening fashion presentation and program

Event proceeds will support the Board's \$3 million commitment to the Department of Family Services, specifically funding a Child Life Specialist in the Cardiac Care Unit.

The next page shows the sponsorship opportunities available.

*Thank you for your consideration.*

65TH ANNUAL GOLD COAST FASHION WEEK

# Sponsorship Benefits



|   | SOLD   | \$25,000   | \$15,000                                  | \$10,000           | \$5,000              |
|---|--|--|---|--------------------|----------------------|
| Premier Benefit   | Presenting Sponsor of Gold Coast Fashion Show Week | Lead Sponsor of Luncheon or Evening Cocktail Reception | Virtual Event Sponsor During Fashion Week | Red Carpet Sponsor | Supporting Sponsor   |
| Tickets*<br><i>All sponsors will have the opportunity to attend either the luncheon or the evening cocktail reception. Please see below for additional details.</i> | 10   | 8  | 6   | 4                  | 2                    |
| Seating Tiers for Luncheon and Evening Cocktail Reception   | Premium Seating                                    | Premier Seating  | Preferred Seating                         |                    |                      |
| Access to Virtual Events During Fashion Week  |  |  |   |                    |                      |
| Recognition on invitation mailed to more than 4,000 individuals   | Company Logo                                       | Company Logo   | Company Logo                              | Company Logo       |                      |
| Recognition on event website, in event program books, on event signage, and on projected media presentations at the events  | Company Logo                                       | Company Logo   | Company Logo                              | Company Logo       | Company Name Listing |
| Opportunity to donate branded items to Swag Box offered to all invited guests   |  |  |   |                    |                      |
| Membership in Lurie Children's Corporate Champions  |  |  |   |                    |                      |
| Verbal recognition from the podium during events  |  |  |   |                    |                      |
| Recognition in event press releases and on social media channels  |  |  |   |                    |                      |

*We welcome the opportunity to create a customized category sponsorship that meets your brand goals.*

*\*We hope to increase the number of tickets at each sponsorship level once we receive additional guidance on event capacity limits from the state of Illinois. Sponsorship commitments must be received by July 15 to ensure recognition and seating at either the luncheon or the evening cocktail reception. Please indicate your preference at the time of your commitment.*



65TH ANNUAL GOLD COAST FASHION WEEK

# Sponsor Registration Form

*Please indicate your desired level of participation in the 65th Annual Gold Coast Fashion Week:*

- PRESENTING SPONSOR \$50,000
- LEAD SPONSOR \$25,000
- VIRTUAL EVENT SPONSOR \$15,000
- RED CARPET SPONSOR \$10,000
- SUPPORTING SPONSOR \$5,000

*Please indicate which event you will be attending:*

- LUNCHEON
- EVENING COCKTAIL RECEPTION
- VIRTUAL EVENTS ONLY

*Payment Information (Tax I.D. 36-2170833)*

- Enclosed please find my check made payable to Lurie Children's Foundation
- Please call for my credit card information

---

COMPANY NAME (PREFERRED LISTING FOR PRINTED MATERIALS)

---

NAME

EMAIL

*Please provide the following information if someone other than the primary contact will be coordinating your participation:*

---

CONTACT NAME

CONTACT EMAIL

Please return your completed form to [wsutton@luriechildrens.org](mailto:wsutton@luriechildrens.org).

Please mail checks along with this form to the following address:  
Lurie Children's Foundation  
225 East Chicago Avenue, Box 4  
Chicago, IL 60611